

INFORMATION DISCLOSURE CITATION IN AN APPLICATION (Use several sheets if necessary)	Atty Docket No. 0110754-629	Application No. 09/385,489
	Applicant Thomas J. Sullivan et al.	
	Filing Date August 30, 1999	Group 3622

Examiner's Initials	OTHER DOCUMENTS (<i>Including Author, Title, Date, Pertinent Pages, Etc.</i>)
<i>DC</i>	Efficient Consumer Response, written by Kurt Salmon Associates, published in 1993.
<i>DC</i>	Trade Promotion Spending & Merchandising 1998 Industry Study, written by Cannondale Associates, published in 1998.

Examiner:

Date Considered:

*Examiner: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.